



Real Estate Agency Achieves 60% Quality Leads Generated Within One Month!

Case Study – PPC &
Social Media Paid Advertising



About The Client

Industry: Real Estate

Location: Bangalore

Size: 11–50 Employees

About the Client's ideal persona:

Target Requirement: Potential Leads

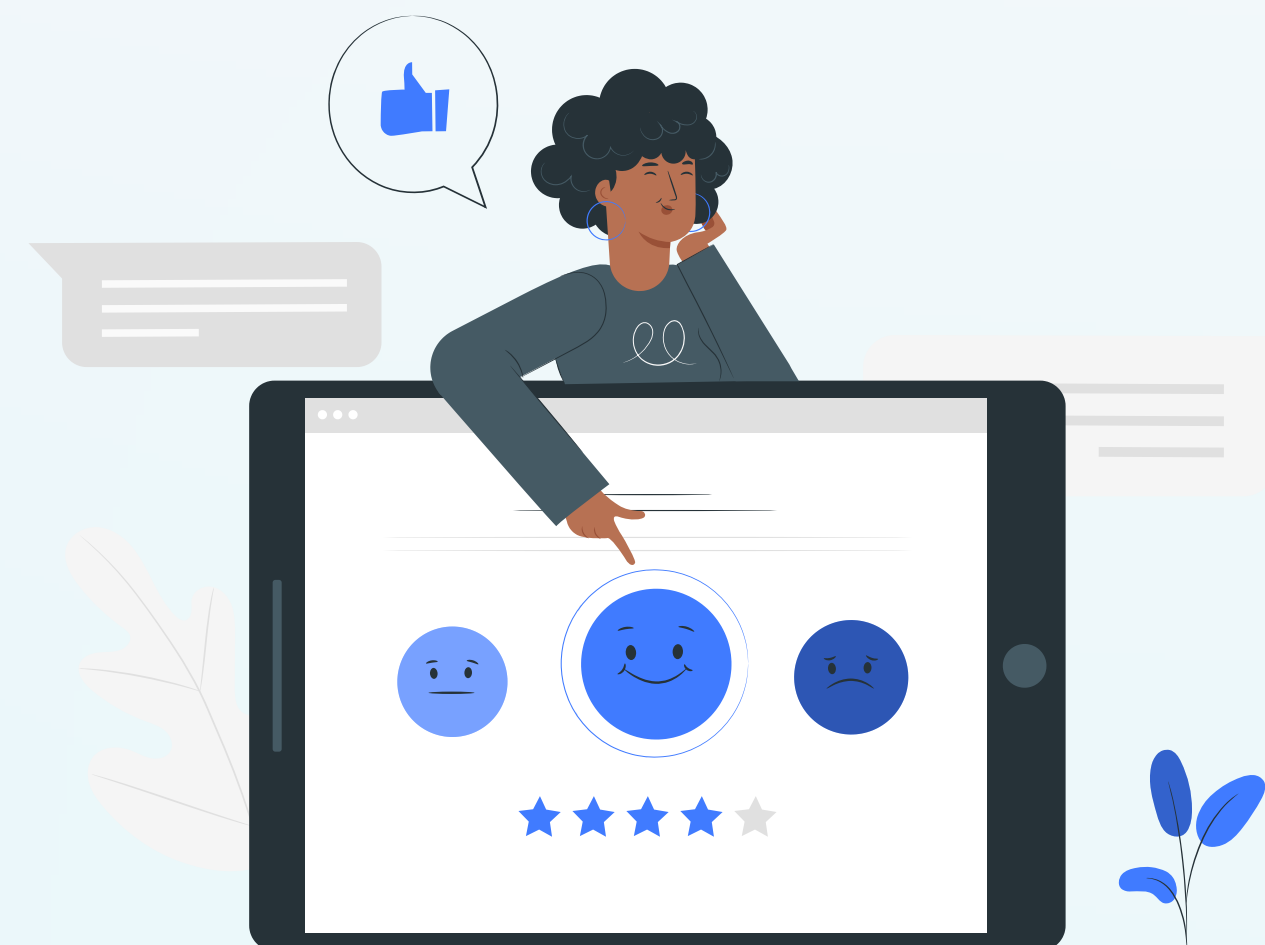
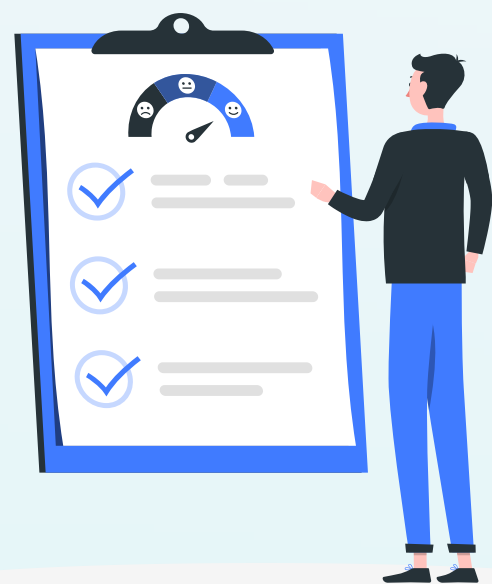
Target Location: Bangalore

Building Brand Reputation and Trust

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We are real estate developers with a focus on serving retired armed/defence forces. We wanted to get more quality leads at low cost for our residential plots

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1 GOOGLE CAMPAIGNS	<ul style="list-style-type: none">• SEARCH ADS• DISPLAY ADS
2 FACEBOOK CAMPAIGNS	<ul style="list-style-type: none">• CONVERSION ADS• INSTAGRAM VIDEO ADS
3 TOTAL POTENTIAL LEADS GENERATED	<ul style="list-style-type: none">• 300
4 WEBSITE TRAFFIC	<ul style="list-style-type: none">• 12,000
5 AMOUNT SPENT	<ul style="list-style-type: none">• 25,000
6 DURATION TAKEN	<ul style="list-style-type: none">• 1 Month

Based on the client personas, MetroMindz created a digital marketing strategy that focuses on running paid campaigns in both google ads & FB. For Google ads, we designed both display and search campaigns which generated around 100 potential leads. Whereas in FB we ran multiple conversion campaigns and Instagram video campaigns which resulted in 200 quality leads.

All the leads were of high quality and the conversion rate was upto 60% which showed the success of our Digital Marketing strategy. Thus resulting in 100% client satisfaction.

Challenges Solved:

- Lead Generation
- Website Traffic
- Sales